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**FACTORS INFLUENCING THE ADOPTION OF SOCIAL MEDIA FOR
MARKETING PURPOSES AMONG WOMEN ENTREPRENEURS**



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**MASTER OF SCIENCE MANAGEMENT
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**FACTORS INFLUENCING THE ADOPTION OF SOCIAL MEDIA FOR
MARKETING PURPOSES AMONG WOMEN ENTREPRENEURS**

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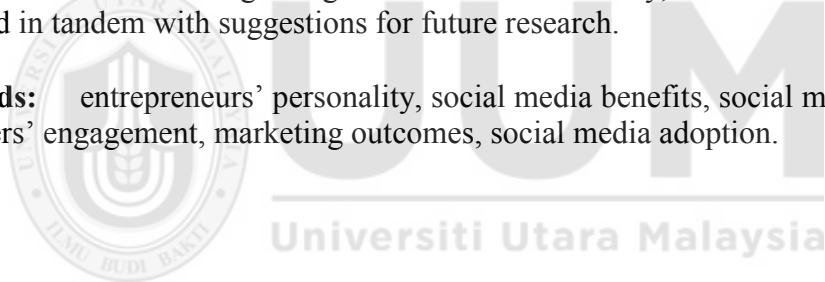
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ABSTRACT

The purpose of the study is to explore the influence of entrepreneurs' personality, social media benefits, social media importance, consumers' engagement, and marketing outcomes on social media adoption among women entrepreneurs. A conceptual model was established based on existing literature to test the relationship between the variables of the study. A questionnaire research design using simple random sampling was employed with a sample of 334 women entrepreneurs participated in the study. The results of correlation and regression analyses show that only three independent variables (entrepreneurs' personality, social media benefits, and social media importance) have a significant relationship and influenced social media adoption. The results also show that entrepreneurs' personality is the most influential factor in social media adoption among women entrepreneurs. Hence, the proposed model offers a greater understanding of how entrepreneurs' personality, social media benefits, social media importance, consumers' engagement, and marketing outcomes can be used to enhance social media adoption among women entrepreneurs. Based on the results of this study, women entrepreneurs should adopt social media to achieve their business successfully. Furthermore, entrepreneurs should use social media for communication, and promotion especially for those entrepreneurs who are in beginning of their business. Finally, limitations of the study were discussed in tandem with suggestions for future research.

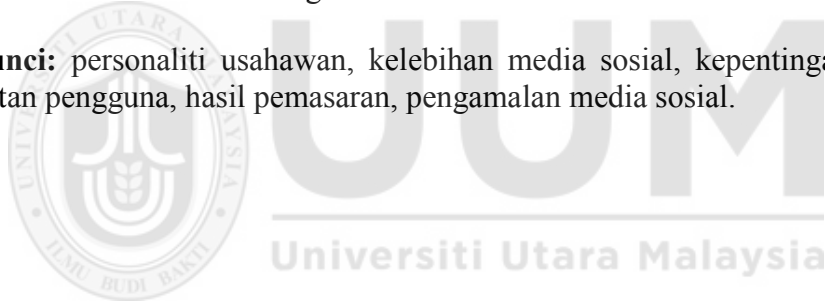
Keywords: entrepreneurs' personality, social media benefits, social media importance, consumers' engagement, marketing outcomes, social media adoption.



ABSTRAK

Tujuan kajian ini adalah untuk meneroka pengaruh personaliti usahawan, kelebihan media sosial, kepentingan media sosial, penglibatan pengguna dan hasil pemasaran ke atas pengamalan media sosial dalam kalangan usahawan wanita. Model konseptual dibentuk dari literatur sedia ada untuk menguji hubungan di antara pemboleh-pemboleh ubah kajian. Dengan menggunakan reka bentuk penyelidikan borang kaji selidik dan persampelan rawak mudah, sampel sebanyak 334 usahawan-usahawan wanita mengambil bahagian dalam kajian ini. dapatan daripada analisis korelasi dan regresi menunjukkan hanya tiga pembolehubah tidak bersandar (personaliti usahawan, kelebihan media sosial, dan kepentingan media sosial) mempunyai hubungan serta pengaruh yang signifikan ke atas pengamalan media sosial. Dengan ini, model kajian menawarkan pemahaman yang lebih bagaimana personaliti usahawan, kelebihan media sosial, kepentingan media sosial, penglibatan pengguna dan hasil pemasaran ke atas pengamalan media sosial. Berdasarkan hasil kajian ini, usahawan wanita perlu mengamalkan media sosial bagi mencapai kejayaan dalam perniagaan. Di samping itu, usahawan seharusnya menggunakan media sosial untuk komunikasi dan promosi terutamanya usahawan-usahawan yang baharu sahaja memulakan perniagaan mereka. Akhir sekali, kekangan kajian dibincangkan seiring dengan cadangan penyelidikan di masa akan datang.

Kata kunci: personaliti usahawan, kelebihan media sosial, kepentingan media sosial, penglibatan pengguna, hasil pemasaran, pengamalan media sosial.



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CHAPTER 1

INTRODUCTION

1.0 CHAPTER INTRODUCTION

This study examines the factors influencing social media adoption among women entrepreneurs. These factors are entrepreneurs' personality, social media benefits, social media importance, consumers' engagement, and marketing outcomes. There are eight parts in this chapter. These parts are Background of the Study, Problem Statement, Research Questions, Research Objectives, Significance of the Study, Scope of the Study, Operational Definition of Key Terms, and Organization of the Study.

1.1 BACKGROUND OF THE STUDY

Businesses must not only rely on their official business web itself since, there are still a lot of social networks like Facebook, Twitter, Instagram, Google Plus, LinkedIn, WhatsApp, YouTube and many more that can be used as platforms for businesses to improve their business activities. For entrepreneurs, social media is actually is the beginning applications for them to apply, and start their marketing activities, promote their products or services, brand them officially, and conducting public relations. Not only that, by using social media, entrepreneurs are able to build their business reputation, and improve business and personal communication skills. Some entrepreneurs believed that social media is a helpful platform to promote their products and services widely because it can spread and be used widely to

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APPENDIX 1

THE QUESTIONNAIRE



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Responden yang dikasihi sekalian,

Terima kasih kerana sudi meluangkan masa anda untuk menjawab soal selidik ini. Anda dijemput menyertai untuk menjayakan kajian ini yang bertajuk Faktor yang Mempengaruhi Usahawan Wanita dalam Mengamalkan Media Sosial untuk Tujuan Pemasaran. Maklumat yang diperolehi dari soal selidik ini akan **dianggap sebagai sulit dan akan digunakan semata-mata untuk tujuan akademik**. Penyertaan anda adalah sukarela. Oleh itu, mohon menjawab dengan jujur.

Diucapkan ribuan terima kasih atas masa yang diluahkan dan pertimbangan.

Yang ikhlas,

Anis Nadisah binti Ramli (823863)

Sarjana Sains (Pengurusan)

Universiti Utara Malaysia

Bahagian A: Sila isi tempat kosong dan tandakan “√” pada ruangan yang disediakan.

1. Berapakah umur anda?

Sila nyatakan: _____ tahun

2. Kumpulan etnik

☐ Melayu ☐ Cina ☐ India

☐ Lain-lain (sila nyatakan): _____

3. Agam

☐ Islam ☐ Kristian ☐ Buddha

☐ Hindu ☐ Lain-lain (sila nyatakan): _____

4. Status perkahwinan

☐ Bujang ☐ Berkahwin ☐ Ibu Tunggal

☐ Lain-lain (sila nyatakan): _____

5. Pendidikan tertinggi

☐ Sekolah rendah ☐ Tingkatan 1 – 3 ☐ Tingkatan 4 – 5

☐ ☐ STPM/Diploma ☐ Ijazah/Sarjana Lain-

lain (sila nyatakan): _____

6. Berapakah pendapatan bulanan anda?

Sila nyatakan: RM_____

7. Pada tahun berapakah anda memulakan perniagaan?

Sila nyatakan:_____

8. Apakah bidang perniagaan yang anda ceburi?

Sila nyatakan:_____

Bahagian B: Tandakan “O” pada jawapan yang betul dengan memilih 1 untuk **amat tidak setuju** sehingga 6 untuk **amat setuju**.

Amat tidak setuju	Sangat tidak setuju	Tidak setuju	Setuju	Sangat setuju	Amat setuju
1	2	3	4	5	6

No.	Item deskriptif	1	2	3	4	5	6
1	Saya adalah yang terakhir dalam bidang perniagaan saya untuk menerima pakai media sosial dalam perniagaan saya.	1	2	3	4	5	6

2	Jika saya mendengar tentang satu-satu aplikasi baru berkenaan dengan media sosial, saya akan berminat menggunakannya untuk perniagaan saya.	1	2	3	4	5	6
3	Saya hanya mempunyai satu sahaja media sosial berbanding pesaing-pesaing saya.	1	2	3	4	5	6
4	Saya akan menggunakan segala jenis media sosial yang terbaharu walaupun saya belum pernah mendengarnya sebelum ini.	1	2	3	4	5	6
5	Saya merupakan yang terakhir mengetahui isi kandungan media sosial terkini.	1	2	3	4	5	6
6	Saya tahu isi kandungan media sosial sebelum orang lain mengetahuinya.	1	2	3	4	5	6
7	Saya sangat berhati-hati untuk mencuba satu jenis sosial media yang baharu.	1	2	3	4	5	6
8	Apabila saya melihat satu jenis sosial media baharu, saya mencuba untuk melihat bagaimana ia berfungsi.	1	2	3	4	5	6
9	Saya lebih suka melihat orang lain mencuba sosial media terlebih dahulu berbanding saya sendiri yang mencuba.	1	2	3	4	5	6
10	Menggunakan sosial media adalah sesuatu yang membuang masa saya.	1	2	3	4	5	6
11	Saya tidak akan mengambil tahu jika terdapat satu jenis sosial media yang baharu.	1	2	3	4	5	6

12	Saya melihat diri saya sebagai seorang yang mampu mengeluarkan idea-idea baharu.	1	2	3	4	5	6
13	Saya melihat diri saya sebagai seorang yang aktif dalam berimajinasi.	1	2	3	4	5	6
14	Saya melihat diri saya sebagai seorang yang melakukan sesuatu dengan cekap dan berkesan.	1	2	3	4	5	6
15	Saya melihat diri saya sebagai seorang yang cenderung menjadi malas.	1	2	3	4	5	6
16	Saya melihat diri saya sebagai seorang yang suka berkomunikasi.	1	2	3	4	5	6
17	Saya melihat diri saya sebagai seorang yang suka bersosial.	1	2	3	4	5	6
18	Saya melihat diri saya sebagai seorang yang baik dengan orang lain.	1	2	3	4	5	6
19	Saya melihat diri saya sebagai seorang yang kadang kala menjadi kurang sopan kepada orang lain.	1	2	3	4	5	6
20	Saya melihat diri saya sebagai seorang yang banyak risau.	1	2	3	4	5	6
21	Saya melihat diri saya sebagai seorang yang mudah gementar.	1	2	3	4	5	6
22	Saya melihat diri saya sebagai seorang yang bijak menangani tekanan.	1	2	3	4	5	6
23	Sosial media ialah sesuatu yang fleksibel untuk berinteraksi.	1	2	3	4	5	6

24	Saya berasa mudah untuk melakukan apa sahaja yang saya mahu dengan sosial media.	1	2	3	4	5	6
25	Saya mendapati media sosial mudah digunakan.	1	2	3	4	5	6
26	Interaksi di media sosial adalah jelas dan mudah difahami.	1	2	3	4	5	6
27	Imej dan video boleh dimuat turun atau dimuat naik dengan mudah di media sosial.	1	2	3	4	5	6
28	Saya berasa selamat dengan menggunakan media sosial.	1	2	3	4	5	6
29	Saya perlu berinteraksi dengan orang luar menggunakan media sosial supaya saya dapat mengetahui permintaan di luar sana.	1	2	3	4	5	6
30	Saya perlu menggunakan media sosial supaya saya dapat mencuba sesuatu yang baharu dalam perniagaan saya.	1	2	3	4	5	6
31	Saya perlu bersembang dengan orang luar menggunakan media sosial untuk membolehkan saya mengetahui kemahuan orang lain di dunia luar.	1	2	3	4	5	6
32	Saya perlu berinteraksi dengan dunia luar menggunakan media sosial supaya saya boleh berada dalam komuniti yang besar.	1	2	3	4	5	6
33	Saya perlu berinteraksi dengan orang luar dalam media sosial supaya saya boleh mendapatkan pandangan mereka untuk kemajuan perniagaan saya.	1	2	3	4	5	6

34	Menggunakan media sosial adalah satu kaedah utama dalam pemasaran perniagaan saya.	1	2	3	4	5	6
35	Saya menggunakan media sosial untuk mengingatkan diri saya bahawa semua orang di dunia ini sentiasa berhubung.	1	2	3	4	5	6
36	Saya dapat kenal dengan orang baharu dengan berinteraksi menggunakan media sosial.	1	2	3	4	5	6
37	Saya dapat meningkatkan kemahiran berinteraksi saya dengan orang luar dengan menggunakan media sosial dalam perniagaan saya.	1	2	3	4	5	6
38	Saya meluangkan masa saya untuk menyokong aktiviti perniagaan yang dilakukan oleh orang lain di media sosial.	1	2	3	4	5	6
39	Saya dapat mempelajari ilmu berkenaan dengan perniagaan dalam media sosial dengan usahawan yang lebih pakar dan berjaya dari saya.	1	2	3	4	5	6
40	Apabila seseorang mengkritik tentang perniagaan saya, ia seolah-oleh menghina saya secara peribadi.	1	2	3	4	5	6
41	Apabila mendapat pujian dalam perniagaan saya, ia dianggap pujian kepada saya secara peribadi.	1	2	3	4	5	6
42	Saya berasa bersemangat apabila menggunakan media sosial setiap waktu untuk perniagaan saya.	1	2	3	4	5	6
43	Saya teruja setiap kali melihat orang luar memberi kata-kata pujian kepada perniagaan saya.	1	2	3	4	5	6

44	Apa-apa sahaja respon yang diberikan oleh orang luar di media sosial, saya akan memberi sepenuh perhatian saya untuk kebaikan perniagaan saya.	1	2	3	4	5	6
45	Saya seorang yang suka untuk berinteraksi dengan orang luar dalam media sosial.	1	2	3	4	5	6
46	Saya sering mengambil bahagian jika ia melibatkan aktiviti perniagaan di media sosial.	1	2	3	4	5	6
47	Saya suka bertukar-tukar idea dan pendapat dengan orang luar di media sosial.	1	2	3	4	5	6
48	Saya seronok dengan sesuatu hubungan sosial.	1	2	3	4	5	6
49	Saya berpuas hati dengan penggunaan media sosial.	1	2	3	4	5	6
50	Saya fikir saya melakukan perkara yang betul apabila saya memutuskan untuk menggunakan media sosial.	1	2	3	4	5	6
51	Saya amat suka menggunakan media sosial.	1	2	3	4	5	6
52	Media sosial adalah penting untuk perniagaan saya.	1	2	3	4	5	6

Soalan tamat

Terima kasih atas kerjasama yang diberikan.

APPENDIX 2

RELIABILITY FOR PILOT TEST

(a) Social Media Adoption

Case Processing Summary			Reliability Statistics	
		N	%	
Cases	Valid	50	100.0	Cronbach's Alpha
	Excluded ^a	0	.0	N of Items
	Total	50	100.0	
				.582
				11

a. Listwise deletion based on all variables in the procedure.

(b) Entrepreneurs' Personality

Case Processing Summary			Reliability Statistics	
		N	%	
Cases	Valid	50	100.0	Cronbach's Alpha
	Excluded ^a	0	.0	N of Items
	Total	50	100.0	
				.657
				11

a. Listwise deletion based on all variables in the procedure.

(c) Social Media Benefits

Case Processing Summary			Reliability Statistics	
		N	%	
Cases	Valid	50	100.0	Cronbach's Alpha
	Excluded ^a	0	.0	N of Items
	Total	50	100.0	
				.924
				6

a. Listwise deletion based on all variables in the procedure.

(d) Social Media Importance

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.940	11

(e) Consumer Engagement

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.878	8

(f) Marketing Outcomes

Case Processing Summary

		N	%
Cases	Valid	50	100.0
	Excluded ^a	0	.0
	Total	50	100.0

a. Listwise deletion based on all variables in the procedure.

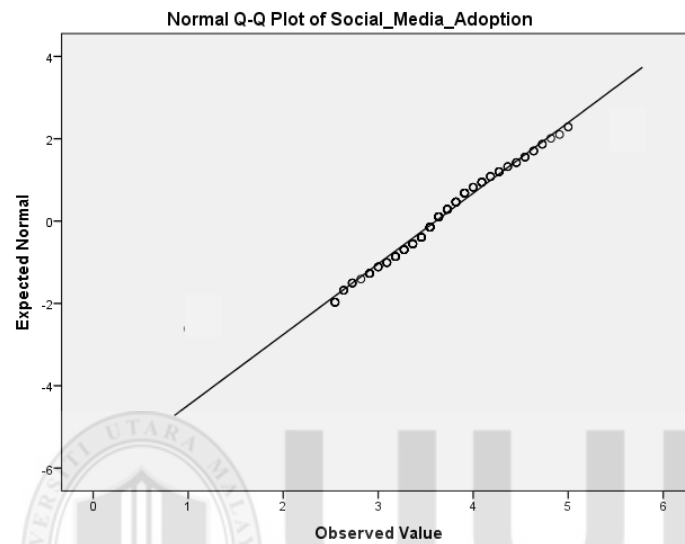
Reliability Statistics

Cronbach's Alpha	N of Items
.945	5

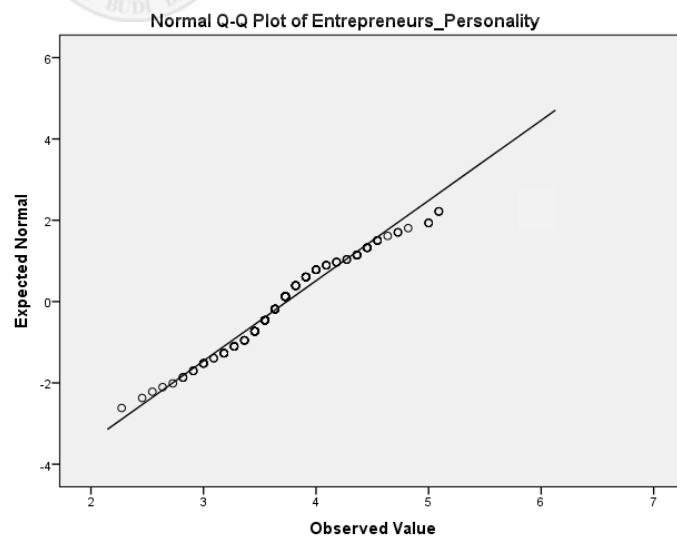
APPENDIX 3

NORMALITY TEST

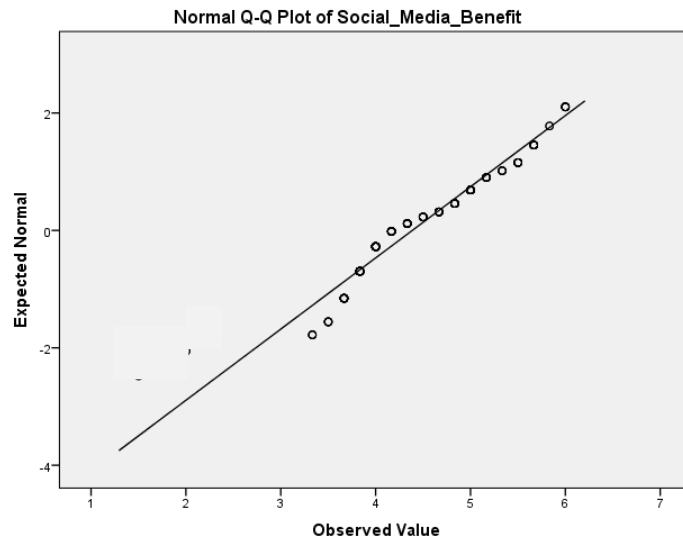
(a) Social Media Adoption



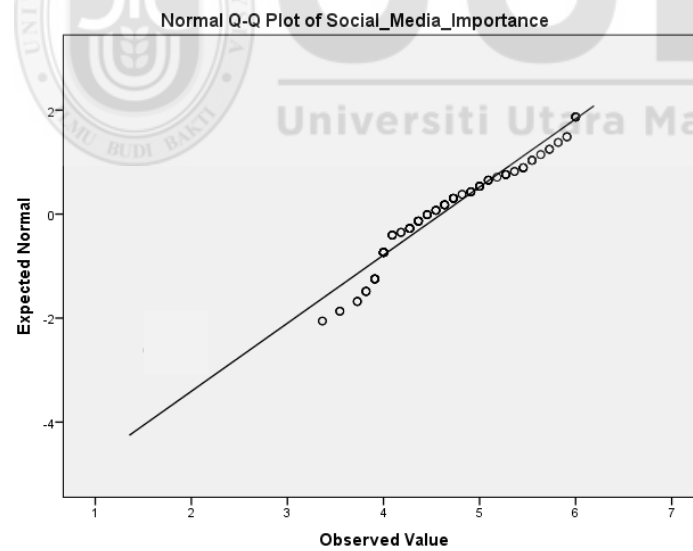
(b) Entrepreneurs' Personality



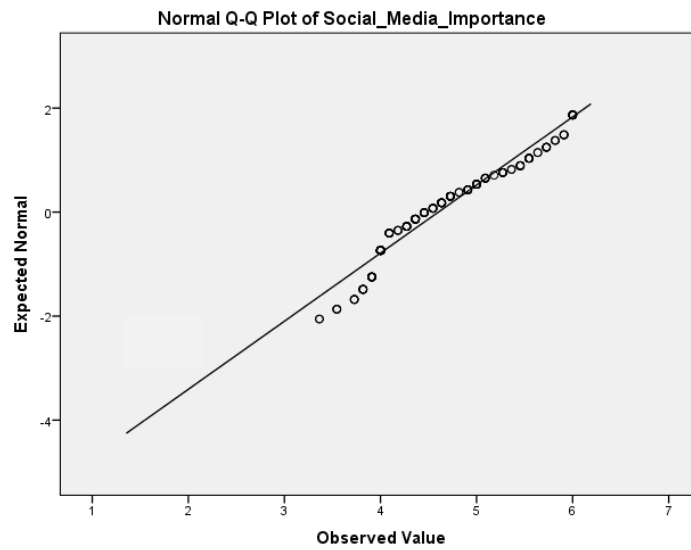
(c) Social Media Benefits



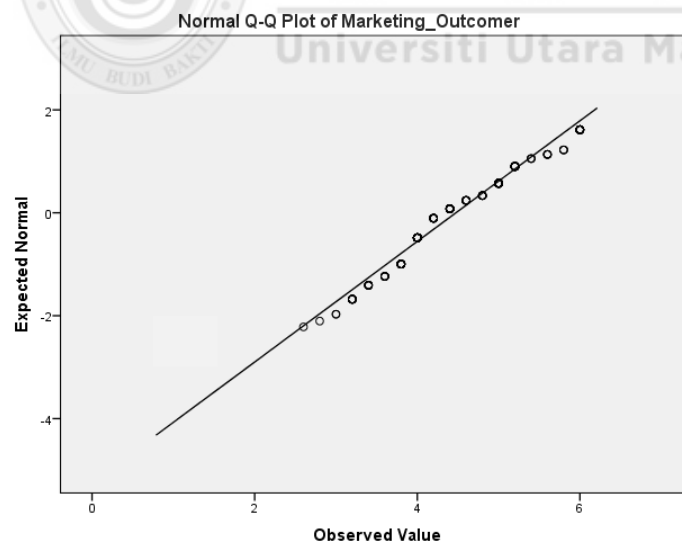
(d) Social Media Importance



(e) Consumer Engagement



(f) Marketing Outcomes



APPENDIX 4

RELIABILITY FOR REAL DATA

(a) Social Media Adoption

Case Processing Summary				Reliability Statistics		
		N	%	Cronbach's Alpha		
Cases	Valid	225	100.0	Based on		
	Excluded ^a	0	.0	Cronbach's Standardized		
	Total	225	100.0	Alpha	Items	N of Items
				.561	.549	8

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SMA1	24.9644	20.963	.007	.305	.602
SMA2	26.2311	15.768	.473	.454	.452
SMA3	25.2622	19.793	.106	.314	.578
SMA4	26.2667	16.045	.533	.456	.440
SMA5	25.0622	18.103	.272	.223	.527
SMA6	25.0400	19.922	.114	.325	.573
SMA7	26.8311	16.587	.351	.667	.498
SMA8	26.5778	17.058	.319	.685	.511

(b) Entrepreneurs' Personality

Case Processing Summary				Reliability Statistics		
		N	%	Cronbach's Alpha		
Cases	Valid	225	100.0	Based on		
	Excluded ^a	0	.0	Cronbach's Standardized		
	Total	225	100.0	Alpha	Items	N of Items
				.588	.581	9

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EP1	28.8533	19.340	.295	.389	.555
EP2	29.0044	19.085	.287	.384	.557
EP3	28.8667	20.464	.186	.439	.580
EP4	30.6222	18.263	.274	.314	.561
EP5	28.6489	20.488	.122	.231	.598
EP6	28.7378	20.882	.090	.187	.604
EP7	30.3067	16.981	.439	.428	.509
EP8	30.0044	16.746	.420	.633	.512
EP9	29.7378	17.525	.359	.536	.534

(c) Social Media Benefits

Case Processing Summary				Reliability Statistics		
		N	%	Cronbach's		
Cases	Valid	225	100.0	Alpha Based on		
	Excluded ^a	0	.0	Cronbach's	Standardized	
	Total	225	100.0	Alpha	Items	N of Items
				.910	.913	6

a. Listwise deletion based on all variables in the procedure.

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SMB1	21.8400	17.689	.698	.539	.901
SMB2	21.9822	16.643	.789	.647	.888
SMB3	21.7289	17.252	.803	.724	.887
SMB4	21.8889	17.483	.819	.746	.885
SMB5	21.7511	17.545	.767	.595	.892
SMB6	22.4089	17.287	.650	.444	.911

(d) Social Media Importance

Case Processing Summary				Reliability Statistics		
		N	%	Cronbach's Alpha Based on Standardized Items		
Cases	Valid	225	100.0	Cronbach's Alpha	Standardized Items	N of Items
	Excluded ^a	0	.0			
	Total	225	100.0			
a. Listwise deletion based on all variables in the procedure.				.947	.947	11

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SMI1	46.1200	58.329	.771	.617	.941
SMI2	45.9289	59.495	.752	.680	.942
SMI3	46.0311	58.914	.745	.731	.942
SMI4	46.0622	59.228	.774	.707	.941
SMI5	45.9778	58.415	.784	.715	.941
SMI6	45.9378	58.068	.790	.731	.941
SMI7	46.0356	57.811	.775	.766	.941
SMI8	45.9689	57.995	.786	.717	.941
SMI9	46.0711	57.718	.823	.770	.939
SMI10	46.0978	59.705	.674	.624	.945
SMI11	45.9911	59.170	.721	.617	.943

(e) Consumer Engagement

Case Processing Summary			
		N	%
Cases	Valid	225	100.0
	Excluded ^a	0	.0
	Total	225	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
	Cronbach's Alpha Based on Standardized	
Cronbach's Alpha	Items	N of Items
	.847	.860 8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
CE1	30.9467	27.560	.314	.235	.873
CE2	30.3244	26.167	.560	.460	.832
CE3	30.0356	25.981	.719	.536	.814
CE4	29.9778	25.888	.651	.540	.821
CE5	29.8222	26.620	.607	.471	.827
CE6	30.0489	26.038	.671	.583	.819
CE7	30.1022	25.931	.664	.696	.820
CE8	30.1022	27.048	.622	.662	.826

(f) Marketing Outcomes

Case Processing Summary			
		N	%
Cases	Valid	225	100.0
	Excluded ^a	0	.0
	Total	225	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics		
	Cronbach's Alpha Based on Standardized	
Cronbach's Alpha	Items	N of Items
	.926	.928 5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
MO1	18.1289	11.836	.737	.582	.925
MO2	17.9200	12.020	.843	.736	.903
MO3	17.9600	11.967	.845	.720	.903
MO4	17.8800	11.526	.879	.785	.895
MO5	17.6044	11.990	.749	.633	.921



APPENDIX 5

DESCRIPTIVE STATISTIC

(a) Age

		Age			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Less than 20 years old	23	10.2	10.2	10.2
	21 - 30 years old	64	28.4	28.4	38.7
	31 - 40 years old	58	25.8	25.8	64.4
	41 - 50 years old	40	17.8	17.8	82.2
	More than 51 years old	40	17.8	17.8	100.0
Total		225	100.0	100.0	

(b) Ethnic Group

		Ethnic Group			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Malay	223	99.1	99.1	99.1
	Chinese	2	.9	.9	100.0
Total		225	100.0	100.0	

(c) Religion Group

		Religion Group			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Muslim	223	99.1	99.1	99.1
	Buddha	2	.9	.9	100.0
Total		225	100.0	100.0	

(d) Marital Status

Marital Status				
		Frequency	Percent	Cumulative Valid Percent
Valid	Single	70	31.1	31.1
	Married	143	63.6	94.7
	Single Mother	12	5.3	100.0
	Total	225	100.0	100.0

(e) Education Level

Education Level				
		Frequency	Percent	Cumulative Valid Percent
Valid	Primary School	8	3.6	3.6
	Form 1 -3	18	8.0	11.6
	Form 4 -5	77	34.2	45.8
	STPM/Diploma	76	33.8	79.6
	Degree/Master Degree	45	20.0	99.6
	Others	1	.4	100.0
Total		225	100.0	100.0

(f) Monthly Income

Monthly Income				
		Frequency	Percent	Cumulative Valid Percent
Valid	Less than RM1000	85	37.8	37.8
	RM1001 - RM2000	82	36.4	74.2
	RM2001 - RM3000	18	8.0	82.2
	RM3001 - RM4000	9	4.0	86.2
	More than RM4001	31	13.8	100.0
	Total	225	100.0	100.0

(g) Year of Business Establishment

Year of Business Establishment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2005 and before	32	14.2	14.2	14.2
	2006 - 2010	22	9.8	9.8	24.0
	2011 - 2015	57	25.3	25.3	49.3
	2016 and above	112	49.8	49.8	99.1
	5.00	2	.9	.9	100.0
	Total	225	100.0	100.0	

(h) Business Field

		Business Field			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Food and Beverage	127	56.4	56.4	56.4
	Fashion	48	21.3	21.3	77.8
	Designing and Advertising	3	1.3	1.3	79.1
	Education	10	4.4	4.4	83.6
	Perfumes	3	1.3	1.3	84.9
	Beauty and Health	12	5.3	5.3	90.2
	Agro	22	9.8	9.8	100.0
	Total	225	100.0	100.0	

APPENDIX 6

DESCRIPTIVE

(a) Descriptive (Mean and Standard Deviation for All Variables)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Social Media Adoption	225	1.00	6.00	3.6057	.58249
Entrepreneurs Personality	225	1.00	6.00	3.7402	.50701
Social Media Benefits	225	1.00	6.00	4.3867	.82488
Social Media Importance	225	1.00	6.00	4.6020	.76362
Consumer Engagement	225	1.00	6.00	4.3100	.72619
Marketing Outcomes	225	1.00	6.00	4.4747	.85342
Valid N (listwise)	225				

(b) Social Media Adoption

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
SMA1	225	1.00	6.00	4.4978	1.06118
SMA2	225	1.00	6.00	3.2311	1.27122
SMA3	225	1.00	6.00	4.2000	1.13782
SMA4	225	1.00	6.00	3.1956	1.13270
SMA5	225	1.00	6.00	4.4000	1.16496
SMA6	225	1.00	6.00	4.4222	1.07090
SMA7	225	1.00	6.00	2.6311	1.33025
SMA8	225	1.00	6.00	2.8844	1.29731
Valid N (listwise)	225				

(c) Entrepreneurs' Personality

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
EP1	225	1.00	6.00	4.2444	.94858
EP2	225	1.00	6.00	4.0933	1.02435
EP3	225	1.00	6.00	4.2311	.87623
EP4	225	1.00	6.00	2.4756	1.23945
EP5	225	2.00	6.00	4.4489	1.03437
EP6	225	1.00	6.00	4.3600	.99964
EP7	225	1.00	6.00	2.7911	1.18995
EP8	225	1.00	6.00	3.0933	1.26604
EP9	225	1.00	6.00	3.3600	1.22445
Valid N (listwise)	225				

(d) Social Media Benefits

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
SMB1	225	1.00	6.00	4.4800	.99139
SMB2	225	1.00	6.00	4.3378	1.04866
SMB3	225	1.00	6.00	4.5911	.95052
SMB4	225	1.00	6.00	4.4311	.90431
SMB5	225	1.00	6.00	4.5689	.94298
SMB6	225	1.00	6.00	3.9111	1.10644
Valid N (listwise)	225				

(e) Social Media Importance

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
SMI1	225	1.00	6.00	4.5022	.95956
SMI2	225	1.00	6.00	4.6933	.88600
SMI3	225	1.00	6.00	4.5911	.94108
SMI4	225	1.00	6.00	4.5600	.88499
SMI5	225	1.00	6.00	4.6444	.93912
SMI6	225	1.00	6.00	4.6844	.96037
SMI7	225	1.00	6.00	4.5867	.99678
SMI8	225	1.00	6.00	4.6533	.97046
SMI9	225	1.00	6.00	4.5511	.95352
SMI10	225	1.00	6.00	4.5244	.95458
SMI11	225	1.00	6.00	4.6311	.94581
Valid N (listwise)	225				

(f) Consumer Engagement

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
CE1	225	1.00	6.00	3.5333	1.33631
CE2	225	1.00	6.00	4.1556	1.10913
CE3	225	1.00	6.00	4.4444	.93912
CE4	225	1.00	6.00	4.5022	1.02698
CE5	225	1.00	6.00	4.6578	.98345
CE6	225	1.00	6.00	4.4311	.98466
CE7	225	1.00	6.00	4.3778	1.00643
CE8	225	1.00	6.00	4.3778	.90851
Valid N (listwise)	225				

(g) Marketing Outcomes

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
MO1	225	1.00	6.00	4.2444	1.04274
MO2	225	1.00	6.00	4.4533	.91554
MO3	225	1.00	6.00	4.4133	.92234
MO4	225	1.00	6.00	4.4933	.96418
MO5	225	1.00	6.00	4.7689	1.00441
Valid N (listwise)	225				



APPENDIX 7

CORRELATION ANALYSIS

		Correlations				
		Social Media Adoption	Entrepreneurs' Personality	Social Media Importance	Consumer Engagement	Marketing Outcomes
Social Media Adoption	Pearson	1	.421**	.132*	.118	.126
	Correlation					
	Sig. (2-tailed)		.000	.049	.076	.060
	N	225	225	225	225	225
Entrepreneurs' Personality	Pearson	.421**	1	.265**	.183**	.195**
	Correlation					
	Sig. (2-tailed)	.000		.000	.006	.003
	N	225	225	225	225	225
Social Media Importance	Pearson	.132*	.265**	1	.747**	.783**
	Correlation					
	Sig. (2-tailed)	.049	.000		.000	.000
	N	225	225	225	225	225
Consumer Engagement	Pearson	.118	.183**	.747**	1	.803**
	Correlation					
	Sig. (2-tailed)	.076	.006	.000		.000
	N	225	225	225	225	225
Marketing Outcomes	Pearson	.126	.195**	.783**	.803**	1
	Correlation					
	Sig. (2-tailed)	.060	.003	.000	.000	
	N	225	225	225	225	225

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

APPENDIX 8 REGRESSION ANALYSIS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.425 ^a	.180	.162	.53876

a. Predictors: (Constant), Marketing_Outcomes, Entrepreneurs_Personality, Social_Media_Benefits, Consumer_Engagement, Social_Media_Importance

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.994	5	2.799	9.642	.000 ^b
	Residual	63.567	219	.290		
	Total	77.561	224			

a. Dependent Variable: Social_Media_Adoption

b. Predictors: (Constant), Marketing_Outcomes, Entrepreneurs_Personality, Social_Media_Benefits, Consumer_Engagement, Social_Media_Importance

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	1.863	.308		6.040	.000
	Entrepreneurs Personality	.459	.071	.413	6.442	.000
	Social Media Benefits	.031	.073	.043	.417	.677
	Social Media Importance	-.054	.093	-.070	-.577	.565
	Consumer Engagement	.025	.088	.031	.289	.773
	Marketing Outcomes	.031	.081	.044	.378	.706

a. Dependent Variable: Social_Media_Adoption

APPENDIX 9

FACTOR ANALYSIS

(a) Social Media Adoption

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.703
Bartlett's Test of Sphericity	Approx. Chi-Square	811.119
	df	55
	Sig.	.000

Component Matrix^a

	Component		
	1	2	3
SMA1	.524	.326	-.194
SMA2	-.335	.584	.434
SMA3	.747	.137	.110
SMA4	-.165	.693	.442
SMA5	.759	.198	.070
SMA6	.350	.540	.175
SMA7	.370	.408	-.587
SMA8	-.083	.762	-.185
SMA9	.616	.125	-.254
SMA10	.734	-.301	.298
SMA11	.745	-.331	.355

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

(b) Entrepreneurs' Personality

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.715
Bartlett's Test of Sphericity	Approx. Chi-Square	754.539
	df	55
	Sig.	.000

Component Matrix^a

	Component		
	1	2	3
EP1	.621	.414	-.297
EP2	.465	.447	-.554
EP3	.730	.286	-.204
EP4	-.417	.578	.057
EP5	.606	.207	.499
EP6	.504	.371	.305
EP7	.462	.132	.567
EP8	-.376	.683	.141
EP9	-.554	.688	.065
EP10	-.510	.626	-.028
EP11	.476	.318	-.060

Extraction Method: Principal Component Analysis.

a. 3 components extracted.

(c) Social Media Benefits

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.884
Bartlett's Test of Sphericity	Approx. Chi-Square	902.224
	df	15
	Sig.	.000

Component Matrix^a

	Component 1
SMB1	.789
SMB2	.862
SMB3	.877
SMB4	.886
SMB5	.844
SMB6	.749

Extraction Method: Principal Component

Analysis.

a. 1 components extracted.

(d) Social Media Importance

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.910
Bartlett's Test of Sphericity	Approx. Chi-Square	2081.130
	df	55
	Sig.	.000

Component Matrix^a

	Component 1
SMI1	.816
SMI2	.800
SMI3	.795
SMI4	.819
SMI5	.828
SMI6	.831
SMI7	.819
SMI8	.828
SMI9	.857
SMI10	.728
SMI11	.769

Extraction Method: Principal Component

Analysis.

a. 1 components extracted.

(e) Consumer Engagement**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.853
Bartlett's Test of Sphericity	Approx. Chi-Square	895.304
	df	28
	Sig.	.000

Component Matrix^a

	Component	
	1	2
CE1	.374	.692
CE2	.617	.585
CE3	.814	.028
CE4	.720	.410
CE5	.744	-.134
CE6	.807	-.276
CE7	.810	-.377
CE8	.771	-.402

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

(f) Marketing Outcomes

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.880
Bartlett's Test of Sphericity	Approx. Chi-Square	909.407
	df	10
	Sig.	.000

Component Matrix^a

	Component
	1
MO1	.829
MO2	.904
MO3	.906
MO4	.928
MO5	.839

Extraction Method: Principal Component Analysis.

a. 1 components extracted.